



**KNXV-TV
PHOENIX**

ORDER

Print Date 07/12/12 Page 1 of 4

Flight Dates 07/16/12-07/22/12

Contract / Revision 303262 /

Original Date / Revision
07/12/12 07/12/12

Advertiser Flake / Republican / US Sen

Agency Smart Media Group

Buying Contact

814 King Street - Suite 400
Alexandria, VA 22314-3039

Product

Flake for Senate

Agency Com 15%

Billing Contact

814 King Street - Suite 400
Alexandria, VA 22314-3039

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:05:00

Estimate # 716722

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-6

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
KASW	%
KDRX	%
KPHO	%
KPNX	%
KPPX	%
KSAZ	%
KTVK	%
KTVW	%
KUSK	%
KUTP	%
UNKWN	100%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	65	\$26,413.75	\$31,075.00	0.00	06/25/12	07/22/12	65	\$26,413.75	\$31,075.00
Totals	65	\$26,413.75	\$31,075.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	KNXV	07/16/12	07/20/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	11111--	:30	5	\$225.00	P-6	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	11111--		5				\$225.00		0.00			
2	KNXV	07/22/12	07/22/12	SU 430pm-5pm Arizona Highways	CM	430pm-5pm	-----S	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S		1				\$100.00		0.00			
3	KNXV	07/16/12	07/20/12		CM	7am-9am	33333--	:30	15	\$150.00	P-6	0.00	NM	15	\$2,250.00



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Hiatus Dates

Original Date / Revision 07/12/12/ 07/12/12

Order Sep 00:05:00

Advertiser Flake / Republican / US Ser Product Flake for Senate

Estimate # 716722

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 7-9am												
				M-F 7-9am												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/16/12	07/22/12	33333--					15	\$150.00		0.00				
4	KNXV	07/22/12	07/22/12	Su 8-9am	CM	8-9am	-----S	:30	1	\$150.00	P-6	0.00	NM	1	\$150.00	
				ABC This Week												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/16/12	07/22/12	-----S					1	\$150.00		0.00				
5	KNXV	07/16/12	07/20/12	M-F 4pm-430pm	CM	4pm-430pm	11111--	:30	5	\$200.00	P-6	0.00	NM	5	\$1,000.00	
				4PM News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/16/12	07/22/12	11111--					5	\$200.00		0.00				
6	KNXV	07/17/12	07/19/12	M-F 5pm-530pm	CM	5pm-530pm	-1-1---	:30	2	\$250.00	P-6	0.00	NM	2	\$500.00	
				M-F 5pm-530pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/16/12	07/22/12	-1-1---					2	\$250.00		0.00				
7	KNXV	07/16/12	07/20/12	M-F 5pm-530pm	CM	5pm-530pm	1-1-1--	:30	3	\$250.00	P-6	0.00	NM	3	\$750.00	
				M-F 5pm-530pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/16/12	07/22/12	1-1-1--					3	\$250.00		0.00				
8	KNXV	07/16/12	07/18/12	M-F 6pm-630pm	CM	6pm-630pm	1-1----	:30	2	\$250.00	P-6	0.00	NM	2	\$500.00	
				M-F 6pm-630pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/16/12	07/22/12	1-1----					2	\$250.00		0.00				
9	KNXV	07/17/12	07/20/12	M-F 6pm-630pm	CM	6pm-630pm	-1-11--	:30	3	\$250.00	P-6	0.00	NM	3	\$750.00	
				M-F 6pm-630pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/16/12	07/22/12	-1-11--					3	\$250.00		0.00				
10	KNXV	07/16/12	07/20/12	M-F 1035pm-1102pm	CM	1035pm-1102pm	11122--	:30	7	\$200.00	P-6	0.00	NM	7	\$1,400.00	
				Nightline												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/16/12	07/22/12	11122--					7	\$200.00		0.00				
11	KNXV	07/16/12	07/18/12	M-F 10-1035pm	CM	10pm-1035pm	1-1----	:30	2	\$600.00	P-6	0.00	NM	2	\$1,200.00	
				10pm News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/16/12	07/22/12	1-1----					2	\$600.00		0.00				
12	KNXV	07/17/12	07/20/12	M-F 10-1035pm	CM	10pm-1035pm	-1-11--	:30	3	\$600.00	P-6	0.00	NM	3	\$1,800.00	
				10pm News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/16/12	07/22/12	-1-11--					3	\$600.00		0.00				
13	KNXV	07/21/12	07/21/12	SA 10-1035pm	CM	10pm-1035pm	-----S-	:30	1	\$450.00	P-3	0.00	NM	0	\$0.00	
				10pm News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/16/12	07/22/12	-----S-					1	\$450.00		0.00				
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1		KNXV	07/16/12-07/22/12	SA 10-1035pm			10pm-1035pm	-----Sa--	:30	(\$250.00)	0.00	NM				
Credited																
14	KNXV	07/22/12	07/22/12	SU 10-1035pm	CM	10pm-1035pm	-----S	:30	1	\$600.00	P-6	0.00	NM	1	\$600.00	
				10pm News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/16/12	07/22/12	-----S					1	\$600.00		0.00				



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Order Sep 00:05:00

Advertiser Flake / Republican / US Ser Product Flake for Senate

Estimate # 716722

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
14	KNXV	07/22/12	07/22/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$600.00	P-6	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/12	07/22/12	-----S					1	\$600.00		0.00			
15	KNXV	07/16/12	07/20/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$500.00	P-6	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/12	07/22/12	11111--					5	\$500.00		0.00			
16	KNXV	07/21/12	07/21/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/12	07/22/12	-----S-					1	\$250.00		0.00			
17	KNXV	07/16/12	07/16/12	Monday Prime C Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$1,000.00	P-6	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/12	07/22/12	M-----					1	\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	07/16/12-07/22/12		Monday Prime C		9pm-10pm	M-----	:30		(\$1,000.00)		0.00	NM		
Credited															
18	KNXV	07/17/12	07/17/12	Tuesday Prime C Tuesday Prime C	CM	9pm-10pm	-T-----	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/12	07/22/12	-T-----					1	\$1,500.00		0.00			
19	KNXV	07/18/12	07/18/12	Wednesday Prime B Wednesday Prime B	CM	8pm-9pm	--W----	:30	1	\$2,500.00	P-6	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/12	07/22/12	--W----					1	\$2,500.00		0.00			
20	KNXV	07/18/12	07/18/12	Wednesday Prime C Primetime Live	CM	9pm-10pm	--W----	:30	2	\$1,000.00	P-6	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/12	07/22/12	--W----					2	\$1,000.00		0.00			
21	KNXV	07/19/12	07/19/12	Thursday Prime B Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$1,500.00	P-6	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/12	07/22/12	---T---					1	\$1,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	07/16/12-07/22/12		Thursday Prime B		8pm-9pm	---Th----	:30		(\$1,500.00)		0.00	NM		
Credited															
22	KNXV	07/19/12	07/19/12	Thursday Prime C Thursday Prime C	CM	9pm-10pm	---T---	:30	1	\$1,500.00	P-6	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/12	07/22/12	---T---					1	\$1,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	07/16/12-07/22/12		Thursday Prime C		9pm-10pm	---Th----	:30		(\$1,500.00)		0.00	NM		
Credited															
23	KNXV	07/20/12	07/20/12	Friday Prime C 20/20	CM	9pm-10pm	----F--	:30	1	\$1,500.00	P-6	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/12	07/22/12	----F--					1	\$1,500.00		0.00			



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Order Sep 00:05:00

Advertiser Flake / Republican / US Ser Product Flake for Senate

Estimate # 716722

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
23	KNXV	07/20/12	07/20/12	Friday Prime C 20/20	CM	9pm-10pm	----F--	:30	1	\$1,500.00	P-6	0.00	NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/16/12 07/22/12 ----F-- 1 \$1,500.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KNXV 07/16/12-07/22/12 Friday Prime C 9pm-10pm ----F-- :30 (\$1,500.00) 0.00 NM Credited															
24	KNXV	07/22/12	07/22/12	Sunday Prime B Sunday Prime B	CM	7pm-8pm	-----S	:30	1	\$1,500.00	P-6	0.00	NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/16/12 07/22/12 -----S 1 \$1,500.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KNXV 07/16/12-07/22/12 Sunday Prime B 7pm-8pm -----Su :30 (\$1,500.00) 0.00 NM Credited															
25	KNXV	07/22/12	07/22/12	Sunday Prime 8-10pm Sunday Prime 8-10p	CM	8-10pm	-----S	:30	1	\$1,500.00	P-6	0.00	NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/16/12 07/22/12 -----S 1 \$1,500.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KNXV 07/16/12-07/22/12 Sunday Prime 8-10pm 8-10pm -----Su :30 (\$1,500.00) 0.00 NM Credited															
26	KNXV	07/21/12	07/21/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/16/12 07/22/12 -----S- 1 \$450.00 0.00															
27	KNXV	07/22/12	07/22/12	Sunday Prime B Sunday Prime B	CM	7pm-8pm	-----S	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/16/12 07/22/12 -----S 1 \$3,000.00 0.00															
28	KNXV	07/22/12	07/22/12	Sunday Prime 8-10pm Sunday Prime 8-10pm	CM	8-10pm	-----S	:30	2	\$3,000.00	P-3	0.00	NM	2	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/16/12 07/22/12 -----S 2 \$3,000.00 0.00															
E 29	KNXV	07/16/12	07/16/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M-----	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
STP MG from order #303222 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/16/12 07/22/12 M----- 1 \$750.00 0.00															

*Tax 1 Note: Tax 0.5%.

Totals 65 \$31,075.00